CRITICAL INSIGHTS

Strategic Marketing Research

PUC Public Survey: Report of Findings Wave III

May 2000

Focus Groups • Surveys • Public Opinion Polling

120 Exchange Street, Portland, Maine 04101
Telephone: 207-772-4011 & FAX: 207-772-7027
e-mail: Insights@CriticalInsights.com

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Introduction

The Maine Legislature enacted P.L. 1997, Chapter 316, ("An Act To Restructure the State's Electric Industry") in 1997, significantly changing the way residents, businesses and non-profit entities within the state choose their electricity generating provider. In recognition of the challenges restructuring will pose, the Maine Public Utilities Commission (MPUC) was directed by the legislature to develop a statewide education plan to provide Maine people with the information they need to make informed choices.

NL Partners, Inc. a Portland based strategic marketing and advertising firm has been retained by the Maine Public Utilities Commission (MPUC) to examine public awareness and attitudes surrounding the advent of restructuring of the electric power industry and to develop a plan to inform the public and private sectors concerning these changes.

Critical Insights, Inc., a strategic marketing research and public opinion research firm based in Portland, has been retained to provide strategic research and planning to assist in that effort. Critical Insights' research into the levels of awareness of restructuring, and the scope and degree of concern generated as a result of the changes in the way electrical power is purchased will inform and shape the education plan.

This report summarizes findings from the third survey of the general public, the first having been conducted in October of 1998 and the second in October of 1999. Findings from the 2000 survey will be compared and contrasted with those from 1998 and 1999.

This final report of findings from the General Public phase of the research effort contains strategic implications for the MPUC. Data is represented in several ways in this volume: This report includes a summary of findings and implications, with strategic considerations highlighted in the text; summary tables are presented in an appendix and present the results of individual questionnaire items both in the aggregate as well as well as according to different demographic subgroups (It should be noted that not all percentages will add to 100% due to rounding.); summary graphs and charts are included throughout the report which highlight the key findings of the research, as well as illustrate comparisons of the subgroup responses.

Objectives

The key objectives of this research effort are as follows:

- To compare awareness levels and relevant attitudes and beliefs among residential utility consumers within the State regarding the introduction of retail competition in the electric industry as compared to the baseline established in 1998;

- To identify specific areas of confusion or concern regarding the pending restructuring, and to identify specific messages which will both inform the various consumer groups about the retail competition as well as alleviate any concerns regarding consumers' ability to procure electrical power;

    - Similarly, to quantify the importance assigned to the specific aspects of industry restructuring, by the various consumer groups, and to document any changes in expectations over time.

- To determine the levels of demand and appeal for any additional support or resources which would help residential consumers better understand the impact of retail competition in the electrical utility industry with the aim of enabling them to make informed decisions regarding their electrical utility carrier;

- To assess levels of satisfaction among consumer groups in the State regarding support or resources currently available to them for these purposes;

- To accurately gauge the specific issues which should be addressed in the proposed multi-media campaign which will focus on informing and educating consumers at all levels of the implications of the utility restructuring;

- To analyze the significance of any changes in knowledge, attitudes and perceptions regarding the introduction of retail competition for electrical power in order to understand any differences in reaction among various geographic areas or demographic groups within the State; and

- To identify any perceived obstacles or disincentives that may exist which would impact the manner in which the restructuring is viewed by consumers.

Methodology

This tracking research is intended to provide a quantifiable gauge of the levels of awareness and prevailing attitudes regarding restructuring among Maine's residents. This "benchmarking" research effort will document any shifts over time in those levels of awareness and key attitudes, as compared to the "baseline" established last year.

The methodology for the Wave I research is documented in the report, *PUC Public Survey: Report of Findings*, October, 1998. The Wave II methodology is documented in the report as well, *PUC Public Survey: Report of Findings, Wave II*, January 2000. The Wave III methodology is identical and is detailed in this section.

A total of 451 telephone interviews were conducted among residents of the State of Maine between Thursday, April 27 and Monday, May 1, 2000. Standard analysis for non-response error in the interviewing protocol yielded a 8.0% refusal rate, well within the limits for a reliable research effort.

This survey of the general public consisted of a total of 451 interviews, and yielded data with an error range of ± 3.9 percentage points at the 90% confidence level for the entire sample. Data was weighted by regional population so as to accurately reflect the entire state. It should be noted that on the tabulations, the total sample size is given as 457, with the regional samples being 164, 138, and 155. These numbers are a product of the weighting calculations used to apportion the proper sample significance to each of the regions.

The survey was structured so as to provide quantifiable data regarding awareness, perceptions and evaluative criteria of interest to the PUC and to NL Partners.

Sample selection was accomplished through a computer generated random digit dialing method. In order to qualify for inclusion in the survey, a respondent must:

1. Be a current resident of the State of Maine
2. Be responsible or share responsibility for making decisions regarding the purchasing of residential electricity
3. Not be affiliated with an energy marketing company or electric utility, a marketing research firm, advertising agency, or any form of journalism (print or media)

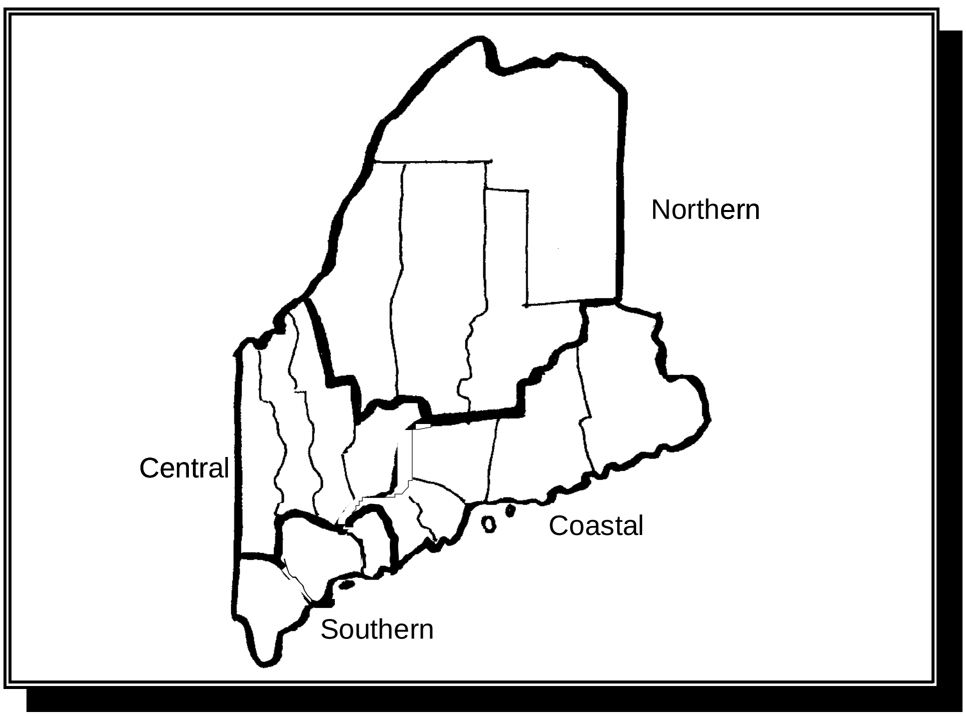
Total confidentiality of respondents' identities and their responses was guaranteed to all survey participants.

Average interview length was 9 minutes and did not appear to vary by category of respondent.

Sixty-eight of the questionnaires (15% of the final sample) were pre-tested; these interviews became part of the final sample when it was determined that the survey instrument did not require any additional revisions.

Maine, being a large and diverse state, was geographically divided into three discrete regions. These regions were:

1	Southern:	York, Sagadahoc, and Cumberland Counties
2.	Central and Coastal:	Androscoggin, Franklin, Kennebec, Oxford, Hancock, Knox, Lincoln, Waldo, and Washington Counties
3.	Northern:	Aroostook, Penobscot, Piscataquis, and Somerset Counties



All interviewing was conducted from Critical Insights' centrally located computer assisted telephone interviewing (CATI) center (Critical Insights Information Center). Strict control of data collection was exercised through validation of at least 15% of each interviewer's work. In addition, results of telephone interviews were reviewed by a field supervisor within 24 hours of completion and any callbacks required to clarify survey responses were made immediately.

It should be noted that the original design for the two waves of surveying called for evaluations of respondents' opinions concerning the validity of various statements concerning electric restructuring. Due to the manner in which restructuring has developed over the past year, several of these measures are no longer appropriate for evaluation. Consequently, any examination of such items has been dropped from the analysis.

A copy of the questionnaire used in this research is appended to this report.

SURVEY FINDINGS

Awareness and knowledge about restructuring

Electric Utility ~ Distribution Company

This Wave III statewide survey is representative of the entire population of Maine and of the State's power suppliers/distributors:

- Nearly three-quarters (72%) of respondents are customers of Central Maine Power.
- 21% are customers of Bangor Hydro.
- 4% are customers of Maine Public Service.
- 2% of the respondents mentioned another company which include Eastern Maine Electric, Kennebunk Light & Power, Fox Islands Electric Co. and Houlton Water.
- 1% do not know which company serves them.

Who is your electric utility, also called your distribution company? That is, to whom do you now pay your electric bill?	**1998**	**1999**	**2000**
Central Maine Power Company	67%	71%	**72%**
Bangor Hydro-Electric Company	25	18	21
Maine Public Service Company	7	7	4
Other	1	3	2
Don't Know	1	1	1

Monthly Bill

Respondents were asked to identify their average household electricity bill.

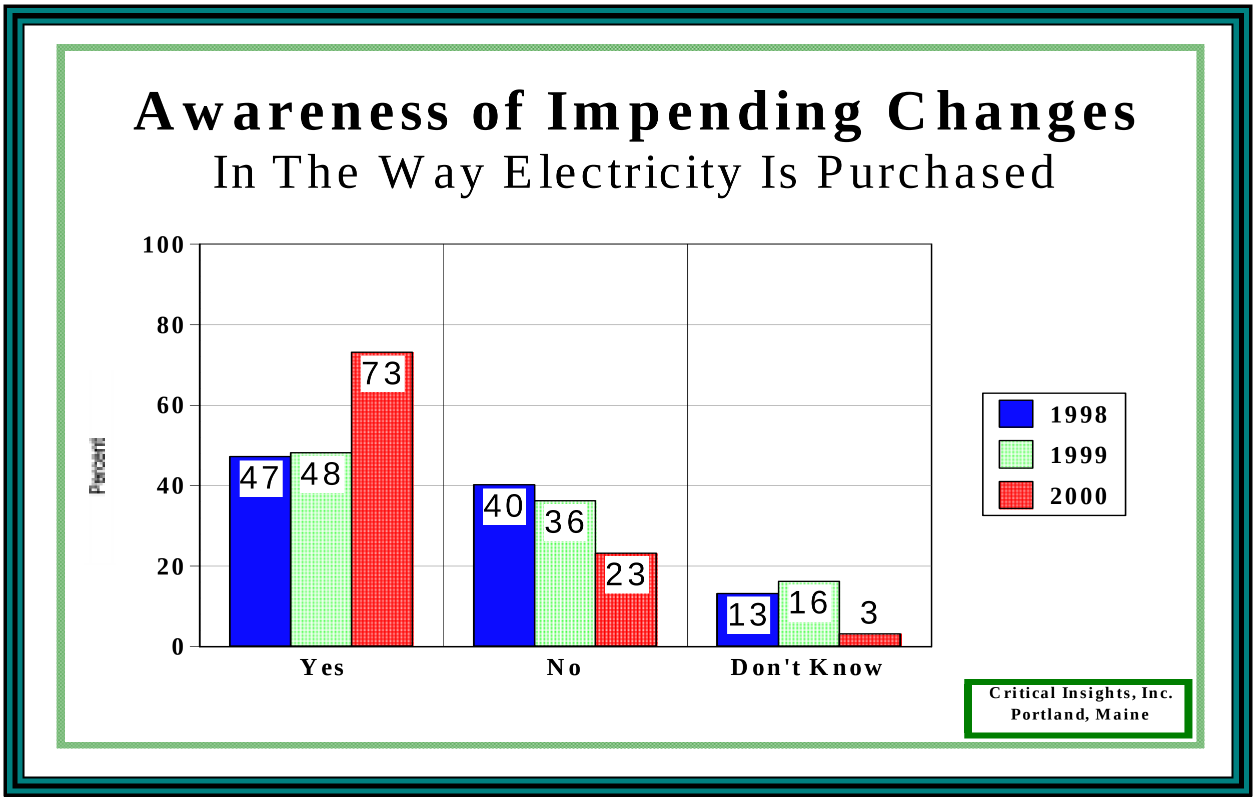
➤ Close to half (43%) of respondents pay between $50 and $99 per month for their household electricity.

What do you currently pay per month, on average, for your household electricity? Please include only your primary residence. Do you pay...	**2000**
Under $50	26%
$50 to $99	43
$100 to $149	20
$150 to $199	6
$200 to $249	1
$250 to $299	0.2
$300 to $349	1
$350 to $399	0.2
$400 to $449	--
$450 and over	0.3
Don't Know/Refused	3

General Awareness

Across the three waves of research, respondents' level of awareness of impending changes in the way that electricity is purchased has been measured. The chart below illustrates the shifts in awareness of these changes since 1998.

➤ While no change in awareness was noted between the 1998 and 1999 waves, a significant shift in level of awareness was observed from 1999 to the current wave. Over the past year, awareness of impending changes has risen from 48% to the current level of 73%.



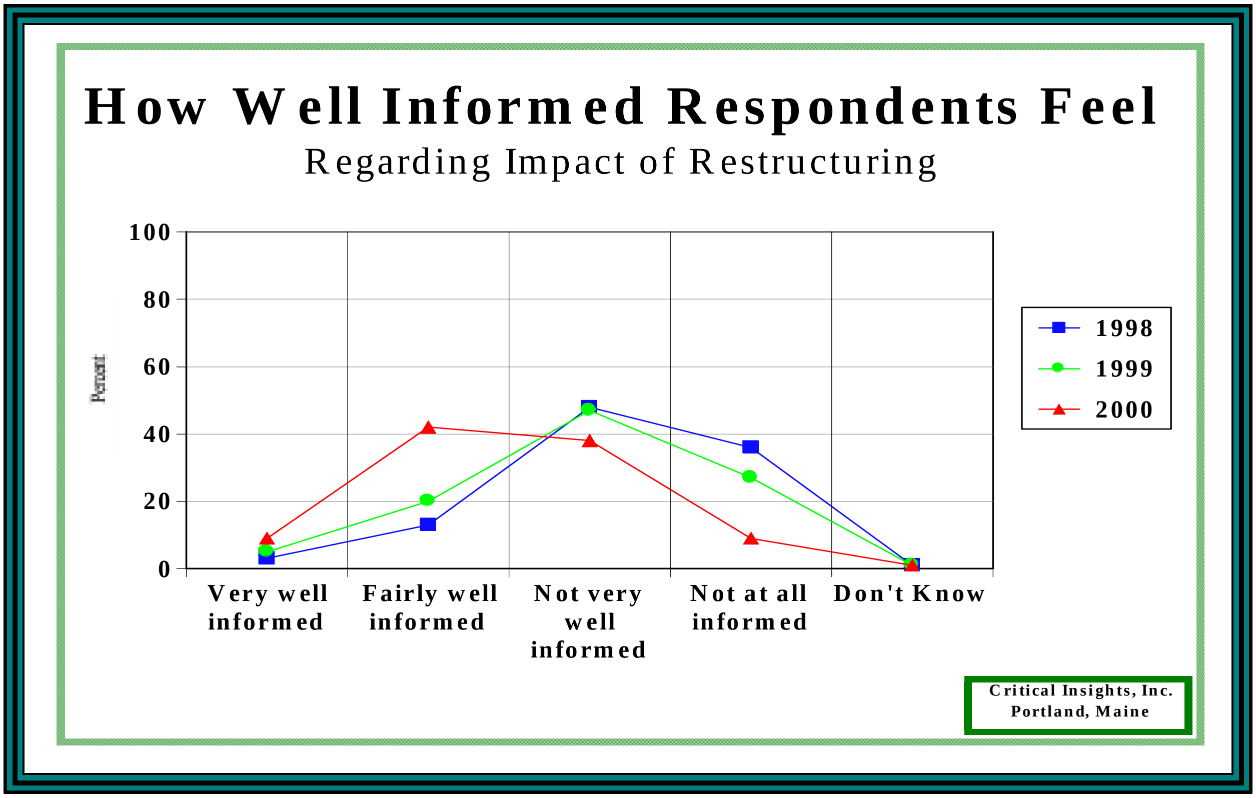
Level of Knowledge

Respondents were prompted with information concerning changes in the way electricity is purchased and were asked how well-informed they consider themselves to be concerning these changes.

➤ Over the course of this research effort, self-reported levels of education have risen consistently. In 1998, only 16% of respondents claimed to be either ‘fairly’ or ‘very’ well-informed. This figure increased slightly to 25% in 1999 and then dramatically to the present level of 51%.

How well informed are you about the changes that will affect the way in which you will be able to purchase electricity?	**1998**	**1999**	**2000**
Very well informed	3%	5%	9%
Fairly well informed	13	20	42
Not very well informed	48	47	38
Not at all informed	36	27	9
Don’t Know/Refused	1	1	1

The following chart illustrates the progressive increase in levels of self-reported knowledge concerning the impact of restructuring:


How Well Informed Respondents Feel
Regarding Impact of Restructuring
100
80
60
40
20
0
Percent
Very well informed
Fairly well informed
Not very well informed
Not at all informed
Don't Know
1998
1999
2000
Critical Insights, Inc.
Portland, Maine

Concerns and expectations concerning restructuring

Respondents were provided with the following information, then asked to answer a battery of items designed to gauge their level of concern with specific issues that may arise from restructuring.

> *The changes are intended to bring competition and choice to the electric utility industry in Maine. As it now stands, electric service consists of two parts: The generation or supply of electrical power and the distribution of power – actually moving the electricity through power lines from the power plan to your home. Under this new structure, you will over time be able to choose among competing electric* ***GENERATION*** *companies called electricity suppliers.*

The battery of items probed levels of concern regarding specific aspects of the electric power industry restructuring. Participants were asked to indicate their level of concern by assigning a rating of between 1 and 7, where a rating of "1" would mean that the issue was of no concern and a rating of "7" would indicate that the issue was of great concern. The following table summarizes the mean responses (on the 1 through 7 scale) across this battery of items:

Thinking about how things will be under the new structure, I am going to read you a list of specific issues about which you may or may not be concerned. How much concern is...	**1998 ***	**1999 ***	**2000 ***
Reliability of electrical service	6.4	6.4	6.1
Quick restoration of electricity after outages	6.3	6.2	6.0
Electric quality (power surges, voltage fluctuations)	6.0	5.9	5.6
Price fluctuations up or down	5.9	5.8	5.7
Insufficient information from electricity suppliers to allow you to make an informed choice	5.9	5.8	5.6

Thinking about how things will be under the new structure, I am going to read you a list of specific issues about which you may or may not be concerned. How much concern is...	**1998 ***	**1999 ***	**2000 ***
Environmentally friendly electricity supply	5.7	5.7	5.5
Confusing advertising from competing electricity suppliers	5.2	4.9	4.7

*Based on a scale where a "1" means "of no concern at all" and a "7" means "of great concern."

While no significant shifts have occurred across the three periods of measurement, directional changes are observed across all items; since 1998, levels of concern have decreased most substantially regarding:

- ➤ Confusion over advertising from competing suppliers; and
- ➤ Electric quality.

In order to further gauge consumer knowledge relating to restructuring, respondents were presented with a list of statements and were asked to indicate for each whether they felt it was true or false. The table below presents shifts in knowledge over time, from the baseline conducted in 1998 prior to the rollout of the educational campaign, during the actual campaign in 1999, to current levels in 2000.

- Some positive shifts over time have occurred:
    - Awareness that customers will receive standard offer service if they fail to switch to one of the new suppliers has increased significantly over levels seen in 1999 and 1998.
    - Similarly, an increase in awareness is also seen for the fact that customers who accept standard offer service will continue to communicate only with their local utility/distribution company.
- Knowledge levels have remained relatively unchanged over time across some dimensions:
    - Eight in ten respondents continue to correctly believe that accepting standard offer service does not render the customer unable to switch to a new supplier.
    - Close to seven in ten respondents correctly believe that transmission and delivery costs will continue to be regulated by the PUC.
    - Roughly one-third of respondents are aware that, following restructuring, suppliers will not be responsible for repairs to poles and power lines in the event of an outage. Importantly, the level of consumer knowledge in this area remains quite low.
    - Similarly, only two in ten respondents are aware that customers do not need to first notify their local utility/distribution company in order to switch to one of the new services
- However, there continues to be ambiguity surrounding the issue of consumer costs:
    - Notably, nearly four in ten respondents incorrectly feel that, following restructuring, the long term price of electricity is guaranteed to be lower than the price paid under the previous system.

Statement	Year	True	False	Unsure/DK
If a customer does not switch to one of the new electricity suppliers, that customer will automatically receive standard offer service.	**1998**	**43%**	31%	27%
	1999	**51%**	27%	23%
	2000	**84%**	4%	12%
If a customer does not switch to a new electricity supplier and instead accepts standard offer service, that customer will continue to communicate only with their local utility, which is also called their distribution company.	**1998**	**N/A**	N/A	N/A
	1999	**46%**	24%	30%
	2000	**61%**	10%	29%
Under the new structure, the overall price of electricity in the long term is guaranteed to be lower than the price you paid under the old system.	**1998**	19%	**52%**	29%
	1999	15%	**61%**	24%
	2000	39%	**41%**	20%
Under the new structure, the cost to transmit and deliver electricity to your home or business will continue to be regulated by the Public Utilities Commission.	**1998**	**64%**	11%	25%
	1999	**61%**	8%	31%
	2000	**68%**	8%	25%
Under the new structure, electricity suppliers will be responsible for repairs of poles and power lines following an outage.	**1998**	41%	**33%**	26%
	1999	42%	**33%**	25%
	2000	51%	**36%**	13%
In order to switch to one of the new electricity suppliers, customers must first notify their local utility or distribution company.	**1998**	57%	**14%**	29%
	1999	51%	**20%**	28%
	2000	50%	**16%**	35%

Statement	Year	True	False	Unsure/DK
If a customer accepts standard offer service, that customer is then NOT able to switch to a new electricity supplier.	**1998**	3%	**76%**	21%
	1999	5%	**77%**	19%
	2000	5%	**80%**	16%

Implementation of New Structure

Respondents were asked to indicate when they thought restructuring would occur. Notably, the feelings of ambiguity and confusion surrounding the timing of the restructuring appear to have been lessened considerably.

- At present, two-thirds (66%) of respondents correctly identified the first half of 2000 as the time period of implementation. This represents a marked increase over 1998 (29%) and 1999 (31%) levels.

- It should be noted, however, that a quarter of the respondents (25%) still do not know when the structure was implemented. This level of lack of knowledge has remained fairly consistent since 1998.

	1998*	1999*	2000
When was the structure implemented?	**Percent**	**Percent**	**Percent**
Before end of 1998	1	N/A	N/A
First half of 1999	6	N/A	N/A
Second half of 1999	20	1	6
First half of 2000	29	31	66
Second half of 2000	7	28	N/A
Later than 2000	15	16	N/A
Has not been implemented yet	N/A	N/A	3
Don't Know	22	24	25

*1998/1999 Question: "*When do you believe the new structure will be implemented?*"

Electricity Supply

Respondents were then informed that electric power has two basic components — ***electricity supply****, or the generation or creation of the electricity (the power plant), and* ***delivery service****, or the distribution of the electricity (the poles and transmission lines).* Respondents were asked if they could estimate the percentage of their electric bill that goes toward *electricity supply*.

- ➤ Roughly seven in ten (72%) respondents were able or willing to provide an estimate of the percentage of their electric bill that goes for the generation of electricity. This level was similar to those observed in both 1999 and 1998.

- ➤ The average estimate was 45%, almost identical to the estimates obtained in the last two waves of measurement.

What percentage of your monthly bill goes toward *electricity supply*?	**1998**	**1999**	**2000**
Average percentage	45.0%	45.7%	44.7%

NOTE: In 1998 and 1999, the question asked, "What percentage of your monthly bill goes toward the ***generation*** of electricity?"

Electricity Outage

Respondents were also asked who they would call under the new structure in the event of a service interruption: the company that generates the power, or the company that delivers the power.

- ➤ Beginning in 1998, respondents displayed a high level of awareness that customers should contact the company who delivers the power. Notably, awareness of this fact has increased even further, to the present level of 86%.

Under this new structure, if your electricity went out, who would you call? Would you call...	**1998**	**1999**	**2000**
Your new electricity supplier (the company that generates the power)	13%	14%	8%
Your local utility, or your distribution company (the company that delivers the power)	74	74	86
Unsure who to call/Don't Know	13	12	6

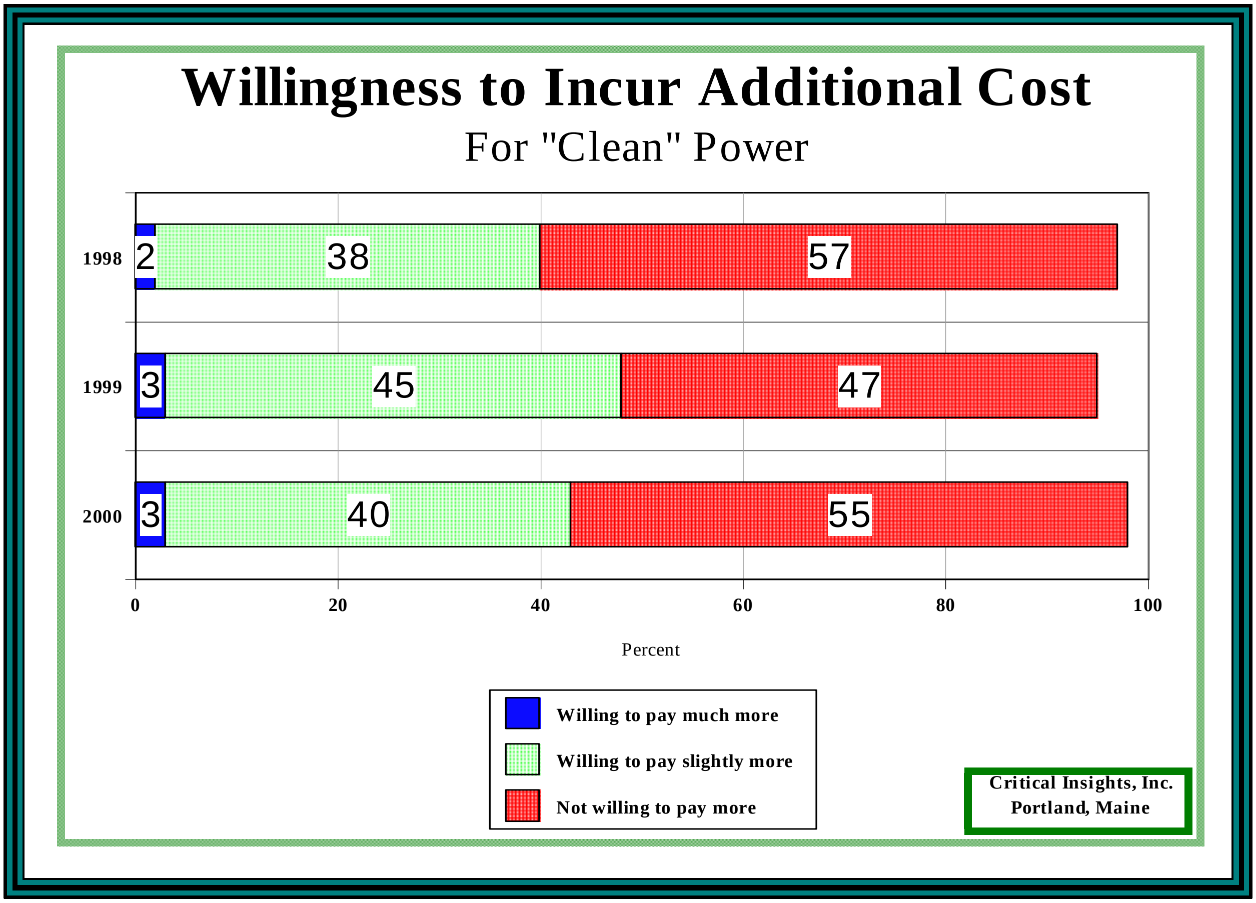
“Environmentally Clean”

In order to gauge appeal, respondents were asked if they would be willing to pay extra for “environmentally clean” electricity.

➤ Overall, in 1998, customers appeared fairly unwilling to pay extra for electric service which was “environmentally clean,” as more than half (57%) of these respondents indicated that they would not pay any more than their current bill. There was some shift away from this stance in 1999, as the percentage of unwilling respondents dropped to 47%. However, the present level of unwillingness to pay more (55%) has returned to 1998 levels.

Would you be willing to pay to receive more of your electricity supply from a renewable fuel supply, such as wind, solar or water power? If so, would you...	**1998**	**1999**	**2000**
Be willing to pay much more than you currently pay	2%	3%	3%
Be willing to pay slightly more than you currently pay	38	45	40
Not be willing to pay any more than you currently pay	57	47	55
Don’t Know/Refused	3	4	2

The following chart illustrates response to this item across the three years of measurement:


Willingness to Incur Additional Cost
For "Clean" Power
1998
1999
2000
2
38
57
3
45
47
3
40
55
0
20
40
60
80
100
Percent
Willing to pay much more
Willing to pay slightly more
Not willing to pay more
Critical Insights, Inc.
Portland, Maine

RESPONDENT PROFILE

County

Respondents were asked to identify in what county of Maine they lived. The table below summarizes the country of residency for respondents in the sample. (NOTE: The data below was weighted by the county to accurately represent the state's population.)

In what county do you reside?	**2000**
Androscoggin	6%
Aroostook	6
Cumberland	18
Franklin	2
Hancock	6
Kennebec	10
Knox	2
Lincoln	3
Oxford	3
Penobscot	15
Piscataquis	2
Sagadahoc	5
Somerset	4
Waldo	2
Washington	4
York	14

Home Ownership

Respondents were asked to identify their home ownership status, which is summarized below.

Do you own or rent your home?	**2000**
Own your home	84%
Rent your home, or live with relatives	16

Age

Respondents were asked to their age range; the age profile of respondents in the sample is presented below.

In which of the following age categories do you belong?	**2000**
18 to 24	2%
25 to 34	13
35 to 44	21
45 to 54	25
55 to 64	17
65 and over	21

School Aged Children at Home

Respondents were asked to identify the number of school aged children (5-18 years old) presently living at home. The sample composition of children in the household is presented below.

How many school age children (5-18 years old) do you have living at home?	2000
One	15%
Two	12
Three	4
Four	1
Five	0.3
Six	0.2
Seven or more	--
None	68
Refused	0.2

Educational Level

Respondents were asked to identify their highest level of completed education, the results of which are summarized below.

What is the last level of school that you completed?	**2000**
Grammar school (up to 8th grade)	1%
Attended high school	4
Completed high school	33
Attended college	23
Completed college	24
Post graduate work	14
Military Training	0.3

STRATEGIC IMPLICATIONS

- Overall, there have been some substantial favorable shifts in awareness, accuracy of information, and key attitudes concerning the changes in the electric power industry.

- Awareness of changes in the electric power industry has increased substantially since 1999. Presently, close to three-quarters (73%) of respondents claim to be aware of the changes, up from 48% in the most recent measurement.

- Similarly, two-thirds of respondents (66%) correctly noted that the implementation of the changes would occur during the first half of 2000.

- In a related area, upon being reminded of the changes, the percentage of respondents who consider themselves “informed” rises markedly from 25% in 1999 to 51% currently.

- As would be expected, knowledge of specific issues relevant to restructuring has also increased. Substantial increases were observed for:

    - Knowledge that standard offer service will automatically be implemented if a customer fails to choose a new provider; and
    - Knowledge that, in the event of accepting standard offer service, the customer will continue to communicate only with the local utility.

- However, knowledge about the long term price implications remains spotty; at present four in ten (39%) respondents incorrectly believe that new prices are guaranteed to be lower than prices paid under the old system. Consideration should be given to clarifying ambiguities in this area.

- Similarly, relatively few consumers continue to be aware that:

    - Following restructuring, repairs will not be made by the electricity supplier following an outage; and
    - Customers do not need to first notify their local utility in order to switch to a new electricity provider.

Again, clarification is needed in these areas.

- As consumer awareness and perceptions of being well-informed rise, feelings of concern and uncertainty decline. Consumer concerns about reliability, quality, pricing, and ambiguous information and advertising continue to decline when compared to 1998 baseline levels.

- Roughly seven in ten respondents were able or willing to venture an estimate of the portion of their monthly electric bill which is allocated to electric supply. Of those who offered an estimated percentage the average was 45%, which is similar to the estimate offered both in 1999 and 1998.

- Accurate knowledge concerning the appropriate company to contact in the event of an interruption in service continues to be high, as nearly nine in ten (86%) of respondents know to contact the local utility/delivery company.

- "Environmentally-clean" electricity holds appeal to about four in ten (43%) of respondents, who indicated that they would pay more for this type of service. Willingness to pay extra has fluctuated over the course of the research, from a low of 40% at the 1998 baseline, to 48% in 1999.

C R I T I C A L   I N S I G H T S

STRATEGIC MARKETING RESEARCH

____ ____ ____ ____ ____ ____
1 2 3 4 5 6

QUESTIONNAIRE

Public Survey Questionnaire– III

Good morning/afternoon/evening, my name is __________________ and I'm calling today from Critical Insights, a Portland-based public opinion research firm. We're conducting a survey among Maine's citizens about an important issue facing our state. I'd like to ask you a series of questions. Your opinions will be kept completely confidential and you will not be solicited in any way.

1. As far as you know, have there recently been changes in the way your electricity can be bought?

31 -
1. YES
2. NO
8. DON'T KNOW
9. REFUSED

2. Actually, changes have been made in the electricity market. Are you responsible or do you share responsibility for making decisions regarding the way you buy electricity for your home?

YES . . . . ➡ **CONTINUE**

NO . . . . ➡ **ASK TO SPEAK TO APPROPRIATE PERSON; REPEAT INTRODUCTION; SCHEDULE CALL-BACK IF NECESSARY**

3. Do you, any member of your family, or any close relative currently work or have an affiliation with an energy marketing company or an electric utility, a market research firm, or advertising agency? Are you or is any member of your family involved in journalism (print or media)?

YES . . . . ➡ **TERMINATE INTERVIEW**

NO . . . . ➡ **CONTINUE**

4. As I mentioned earlier, changes have recently been made in the electricity market. How well informed are you about the changes that will affect the way in which you will be able to purchase electricity?

38 - 1. Very well informed
2. Fairly well informed
3. Not very well informed
4. Not at all informed
8. DON'T KNOW
9. REFUSED

Before we move into the next part of the survey, I'm going to briefly explain what these changes are about...The changes are intended to bring competition and choice to the electric utility industry in Maine. As it now stands, electric service consists of two parts: The generation or supply of electrical power and the distribution of power — actually moving the electricity through power lines from the power plant to your home. Under this new structure, you will over time be able to choose among competing electric **GENERATION** companies called electricity suppliers.

5. Thinking about how things will be under the new structure, I am going to read you a list of specific issues about which you may or may not be concerned. I would like you to tell me how much you are concerned about each one. Please use a seven point scale for your rating, where a "7" means that this issue is of great concern to you, a "1" means that it is not of any concern at all, and a "4" means a moderate amount of concern. Of how much concern is *(START WITH RED X'D ITEM)*? And of how much concern is: *(CONTINUE UNTIL ALL ITEMS HAVE BEEN ASKED)*.

			← **OF NO CONCERN AT ALL**						**OF GREAT CONCERN** →
( )	Reliability of electrical service	46 -	1	2	3	4	5	6	7
( )	Price fluctuations up or down	47 -	1	2	3	4	5	6	7
( )	Environmentally friendly electricity supply	48 -	1	2	3	4	5	6	7
( )	Quick restoration of electricity after outages	49 -	1	2	3	4	5	6	7
( )	Confusing advertising from competing electricity suppliers	50 -	1	2	3	4	5	6	7
( )	Insufficient information from electricity suppliers to allow you to make an informed choice	51 -	1	2	3	4	5	6	7
( )	Electric quality (power surges, voltage fluctuations)	52 -	1	2	3	4	5	6	7

6. Next, I would like to read you a list of statements about electric restructuring. They may be either true or false. Based on what you know or expect concerning this subject, please tell me whether you believe each statement is true or false. Or you may say that you are "unsure" or truly "don't know." *(START WITH RED X'D ITEM. CONTINUE TO ASK ABOUT ITEMS UNTIL ALL HAVE BEEN RATED.)*

			True	False	Unsure/DK
( )	If a customer does not switch to one of the new electricity suppliers, that customer will automatically receive standard offer service.	53 -	1	2	3
( )	If a customer does not switch to a new electricity supplier and instead accepts standard offer service, that customer will continue to communicate only with their local utility, which is also called their distribution company.	54 -	1	2	3
( )	Under the new structure, the overall price of electricity in the long term is guaranteed to be lower than the price you paid under the old system.	55 -	1	2	3
( )	Under the new structure, the cost to transmit and deliver electricity to your home or business will continue to be regulated by the Public Utilities Commission.	56 -	1	2	3
( )	Under the new structure, electricity suppliers will be responsible for repairs of poles and power lines following an outage.	57 -	1	2	3
( )	In order to switch to one of the new electricity suppliers, customers must first notify their local utility or distribution company.	58 -	1	2	3
( )	If a customer accepts standard offer service, that customer is then NOT able to switch to a new electricity supplier.	59 -	1	2	3

7. When was the new structure implemented? *(DO NOT READ)*

60 -
1. SECOND HALF OF 1999
2. FIRST HALF OF 2000
3. HAS NOT BEEN IMPLEMENTED YET
8. DON'T KNOW
9. REFUSED

8. Electric power has two basic components — **electricity supply**, or the generation or creation of the electricity (the power plant), and **delivery service**, or the distribution of the electricity (the poles and transmission lines). What percentage of your monthly electric bill do you think goes toward *electricity supply*? *(Instruct respondent to indicate percent between 0% and 99%)*

61 -
1. GAVE PERCENTAGE
8. UNSURE/ DON'T KNOW
9. REFUSED

ELECTRICITY SUPPLY PERCENTAGE __________%

62 - 63

9. Under this new structure, if your electricity went out, who would you call? Would you call...

64 - 1. Your new electricity supplier (the company that generates the power)
2. Your local utility, also called your distribution company (the company that delivers the power)
8. *(DO NOT READ)* UNSURE WHO TO CALL/ DON'T KNOW
9. *(DO NOT READ)* REFUSED

10. Would you be willing to pay to receive more of your electricity supply from a renewable fuel supply, such as wind power, solar, or water power? If so, would you...

65 - 1. Be willing to pay much more than you currently pay
2. Be willing to pay slightly more than you currently pay
3. Not be willing to pay any more than you currently pay
8. *(DO NOT READ)* DON'T KNOW
9. *(DO NOT READ)* REFUSED

11. The following information is for statistical purposes only so that we might compare your answers with those of other people in Maine. In which of the following age categories do you belong? *READ CHOICES*

35 - 1. Under 18
2. 18 to 24
3. 25 to 34
4. 35 to 44
5. 45 to 54
6. 55 to 64
7. 65 and over
8. *(DO NOT READ)* Refused/no answer

12. How many school age children (5-18 years old) do you have living at home?

88 - 1. ONE
2. TWO
3. THREE
4. FOUR
5. FIVE
6. SIX
7. SEVEN OR MORE
8. NONE
9. REFUSED

13. What is the last level of school that you completed?

89- 1. Grammar school (up to 8th grade)
2. Attended high school
3. Completed high school
4. Attended college
5. Completed college
6. Post graduate work
7. Other (*SPECIFY:* __________________)
8. *(DO NOT READ)* Refused/no answer

14. In what county do you reside? COUNTY *(USE CODE BELOW)*: __________
36 - 37

01 - Androscoggin	05 - Hancock	09 - Oxford	13 - Somerset
02 - Aroostook	06 - Kennebec	10 - Penobscot	14 - Waldo
03 - Cumberland	07 - Knox	11 - Piscataquis	15 - Washington
04 - Franklin	08 - Lincoln	12 - Sagadahoc	16 - York
			17 - *Don't know/refused*

Capture town or city for later look-up: ____________________

15. Do you... *READ CHOICES*

38 -
1. Own your home
2. Rent your home, or live with relatives
8. *(DO NOT READ)* DON'T KNOW
9. *(DO NOT READ)* REFUSED

16. Who is your electric utility, also called your distribution company? That is, to whom do you now pay your electric bill?

39 -
1. Central Maine Power Company
2. Bangor Hydro-Electric Company
3. Maine Public Service Company
4. Other company (*SPECIFY:* ____*)*
8. *(DO NOT READ)* DON'T KNOW
9. *(DO NOT READ)* REFUSED

17. What do you currently pay per month, on average, for your household electricity? Please include only your primary residence. Do you pay...*READ CHOICES...*

40 - 41
1. Under $50
2. $50 to $99
3. $100 to $149
4. $150 to $199
5. $200 to $249
6. $250 to $299
7. $300 to $349
8. $350 to $399
9. $400 to $449
10. $450 and over
11. *(DO NOT READ)* DON'T KNOW
12. *(DO NOT READ)* REFUSED

18. *INTERVIEWER OBSERVE:* 42 - 1. MALE 2. FEMALE

Those are all the questions I have for you now;
You have been very helpful; Thank you very much.